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Greg Brown
EXHIBIT
June 17, 2025
1104

UBER_JCCP_MDL_000508970

Metadata

#Author	lisahand@uber.com	SEMANTIC
#Date Modified	08/06/2021	SEMANTIC
#DateCreated	04/22/2019	SEMANTIC
#Title	(2) FG REPORT Qual-Safety User Research (R & D)	SEMANTIC
All Custodians	Freivogel, Cory;Kaiser, Roger	SEMANTIC
Collaborators	kaiser@uber.com; lisa.handalian@meraki.net; lrenery@gmail.com; cory.freivogel@uber.com; lisahand@cisco.com; uber.com	SEMANTIC
Document Type	Electronic File	SEMANTIC
Filename	(2) FG REPORT Qual-Safety User Research (R & _12KaF89MNnARRrxMxlUA8j5OoJrruDOqWcGRiOAKxlG8.pptx	SEMANTIC
Other Custodians	Freivogel, Cory;Kaiser, Roger	SEMANTIC
Primary Date	04/22/2019 12:44 am	DOC_TYPE_ALIAS

Quality | Safety UX Research

Joint-Driver/Rider Focus Groups & Rider Usability Interviews

Granular Feedback Tagging (Driver Quality, Rider Safety)
On-Trip Safety Reporting

LisaHand@Uber.com
April 18 - May 2, 2019

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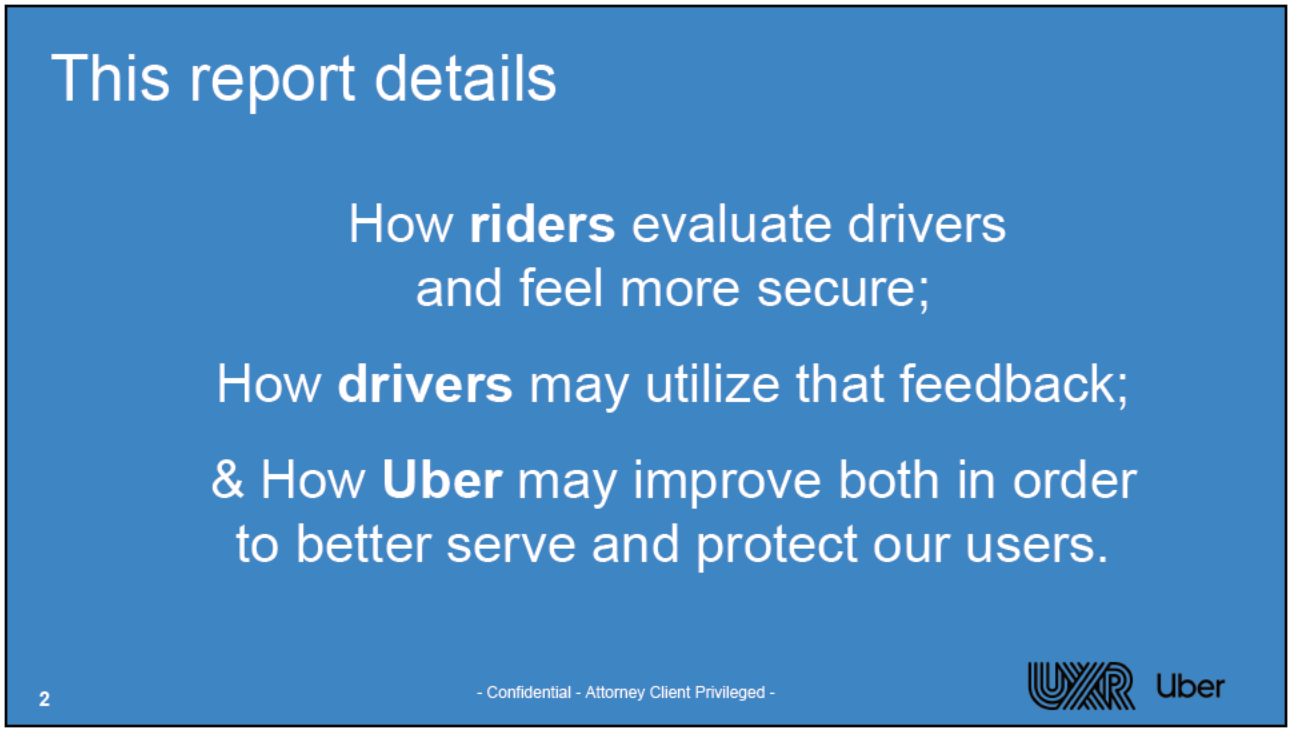
4/9 Story Time
Tip boosting mini-prd dhruv



such as not using windshield wipers, not realizing they didn't want to chat, and not having a car seat in their vehicle

We think of it as 'safety' whereas they do as emergency, in the moment, rather than prevention.

Framing it as prevention per se might bridge that gap

tl;dr

Research focus

To learn:

- ★ Drivers' definitions of "quality;" their associations of the current system; and the kinds of feedback that would help them improve
- ★ Riders' mental models, attitudes, and behaviors around the current feedback options and safety reporting choices.
- ★ What tags could enable drivers to improve while facilitating the identification of high risk drivers and reduction of safety-related incidents

Research rationale

Driver "quality" is currently undefined, yet pervasive across overlapping projects within Engagement (e.g., Granular Tagging) and Safety (e.g., On-trip Reporting), among others.

This research examined both sides of the rider-to-driver feedback system to understand how both align with one another and how they might be expanded.

To understand possible actions riders might take when encountering a safety issue, we conducted a cognitive walkthrough and usability-lite interviews on the latest on-trip safety reporting designs.

Bottom line

Both drivers and riders are in favor of [redacted]

[redacted]

This research will be a success if Product and Eng are able to balance business needs with the user-centered, qualitative nature these findings.

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01 Key Takeaways

Driver-based learnings

(results).

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such as not using windshield wipers, not realizing they didn't want to chat, and not having a car seat in their vehicle

We think of it as 'safety' whereas they do as emergency, in the moment, rather than prevention.

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Rider-based learnings

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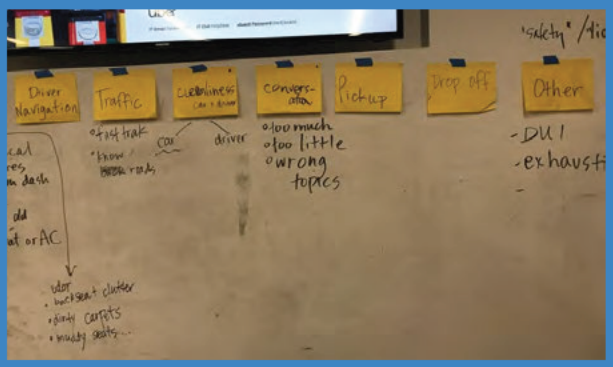
Framing it as prevention per se might bridge that gap

02 Methods & Participants



Focus group work

Cognitive walkthrough

Research methods

Focus group topics (4/18)

All three groups followed a similar progression, according to each user set's perspective and experience (scripts):

- ★ Session 1 focused on **riders'** own definitions of "good" drivers, negative tags, and low rating criteria. They also shared past safety issues and their feedback behavior.
- ★ Session 2 also focused on **drivers'** definitions of "good" drivers, their response to negative tags, and ways to improve the feedback system.
- ★ Session 3 combined drivers and riders. Each group generated and shared their own criteria for driver quality; sought consensus around low ratings; and sorted issues under existing categories and new ones of their own making.

Cognitive walkthrough (4/18)

The last 45 minutes of focus group 1 were spent conducting a "cog walk" - a scenario-based, screen-by-screen exercise aimed at providing designers with quick targeted UI feedback. Learn more

The designs evaluated were for On-Trip Reporting (findings in Appendix).

Rider usability interviews (5/2)

Task-based research was conducted with riders who walked through their own "bad Uber trip" scenarios. They were shown two different prototypes presented in a counter-balanced fashion to eliminate the influence of learning effect.

The prototypes strung together designs from both the Granular Tagging and On-trip Reporting projects, allowing participants to proceed and provide feedback naturally.

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Participant recruiting criteria

Focus groups (22 users)

On April 18, **three focus groups** and **one cog walk** were made up of the following user cohorts:

- **5 riders** who had previously rated under 4 stars and had reported a Safety-related issue
- **6 drivers** whose 1-4 star ratings had included a Professionalism* tag
- **6 riders** together with **5 drivers** with the above profiles

* The Safety Data Science team have reported on this (undefined) tag as being a precursor to safety-related incidents. It is being eliminated.

1:1 Interviews (5 users)

On May 2, **interviews** were sourced with **5 riders** who met the same criteria as previously.

All but one participant were women (one of whom being elderly and physically impaired). The fifth was a male in his 20s.

Upcoming card sort (310 responses)

310 responses were completed out of 15,000 riders in every US city with Uber service. Over 1100 categories were generated from across the respondents across the 45 tags provided them. Analysis complete (results).

The randomized sample did not target riders with any columns indicative of their past rating or tagging behavior.

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03 Detailed Findings

- ★ UX Feedback: Granular Tagging
- ★ Safety-related Reporting (incl. Toolkit)
- ★ Ratings & Driver Descriptions
- ★ Content Considerations


UX Feedback: Granular Tagging

Views on current tags

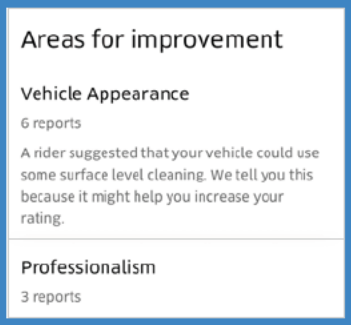
The following attitudes validate [redacted] for both drivers and riders.

Drivers

- ★ All driver participants [redacted]
- ★ As we know, it is [redacted] (see right).

Riders

- ★ A few believed that [redacted]
- ★ This causes most riders we spoke with [redacted]



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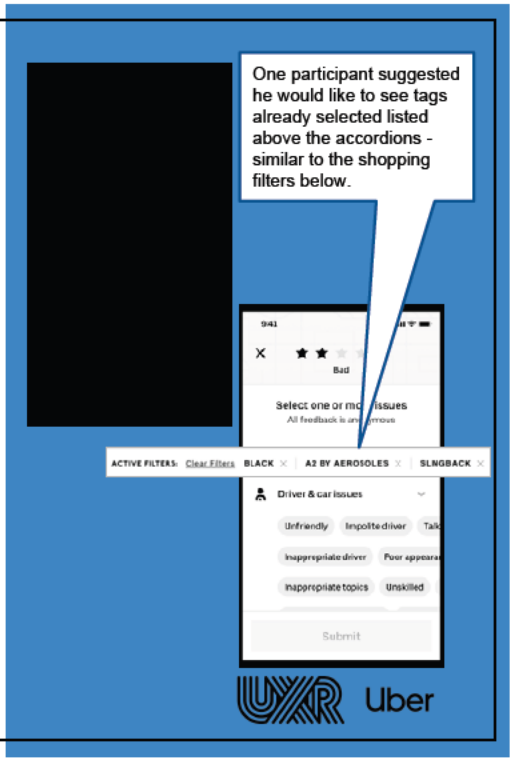
They also [redacted].

Accordion experience

Note: Prototype content is placeholder only.

- Accordion functionality [redacted]
- [redacted]
- [redacted]



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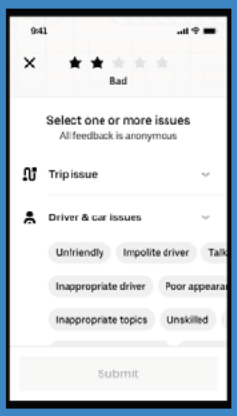
Accordion experience

- [redacted]
- All agreed [redacted]
- One participant mentioned the expectation that [redacted]
- One participant [redacted]

[redacted]



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Reactions to category / tag combos

Note: 5 users are too few to base design decisions on. The card sort will be the best indicator of the number and category names and contents.

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"Contact" issues

[redacted]

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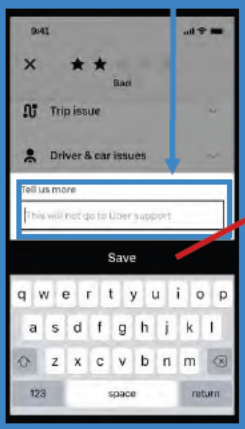
Reactions to “Other”

- [redacted]
- [redacted]
- [redacted]

Reminder: Button labels and wording were put into the prototype without UX [redacted]



[redacted]

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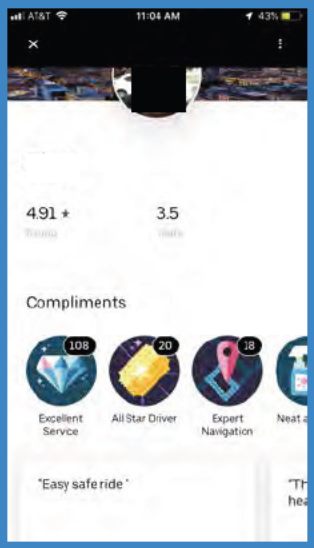
Helping drivers improve

- ★ According to a recent Labs study, improvements are more likely to 'take' under these circumstances:
  - [redacted]
- ★ Riders mentione[redacted]
- ★ They also[redacted]



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[redacted]

Additional UI observations

[redacted]

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Ratings & Driver Quality Feedback

"... Oh, no. That's up there because we've had five celebrities stay here."

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Drivers' views on feedback

- Drivers have long [redacted]
- They referred to ratings [redacted]
- [redacted]
- This research emphasized the above points, [redacted]

"Riders shouldn't have the ability to measure performance. That's Uber's job. Riders can provide feedback for improvement, though."

M.C. - Driver
(15K+ trips since 4/2015)

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"Good" drivers - according to drivers

Derived from focus group participants, **not** in reference to existing or proposed tags. The card sort included some of these items along with those from other sources (e.g., those of Safety DS).

- ★ Not picking up or dropping off in bus stops or other restricted areas
- ★ Skillfully working around difficult conditions (weather, traffic)
- ★ Providing excellent service (per former chauffeurs or those in hospitality industry)
- ★ Treating Uber as their business
- ★ Don't drop off passengers in the middle of a street
- ★ Customer service-focused
- ★ Anticipating riders' tastes in selecting music and volume
- ★ Smooth braking
- ★ Knowledgeable of local laws, including where - and where not - to park
- ★ Using turn signals!
- ★ Local: knowing the city (able to drive without GPS)
- ★ Don't triple park at airport
- ★ Not dropping riders off in middle of the street

See Q1 Quality Hub research for related topics

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"Good" drivers - shared perspectives

The following were generated by **both drivers and riders** across the three focus groups.

- ★ Polite demeanor
- ★ Attentiveness to riders' social cues
- ★ Welcoming attitude
- ★ Obeying rules of the road
- ★ Driving smoothly
- ★ Open to rider diversity
- ★ Luggage, car door assistance
- ★ Driving neither too fast nor too slow
- ★ Don't use too many pine trees!
- ★ Professional appearance
- ★ Mounted phone
- ★ Strong English skills
- ★ Well-kept car inside and out
- ★ Mechanically maintained
- ★ App knowledge (GPS, Pin location)
- ★ Doing what riders want (despite Uber policy)
- ★ Good rating

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"Bad" drivers - according to riders only

[redacted]

Included to show the subjectivity and relative triviality of some rider ratings.

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Note: [redacted]

Why no negative feedback?

- [redacted]
- [redacted]
- [redacted]
- [redacted]
- [redacted]

"My driver pulled off on the side of the freeway, but I already had an issue weeks before. And I thought Uber would hold me more accountable than the driver [if she reported it]. I didn't want them to shut me down." (**J.S. -** rider)

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Participant wishlists

The following improvement ideas were shared by focus group participants.

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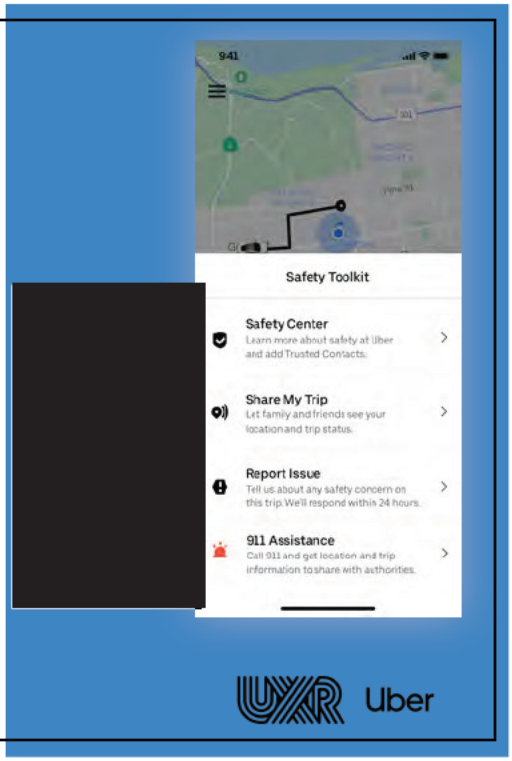
Drivers substantiated these points accordingly:


Safety-related Reporting

[redacted]

- [redacted]
  - [redacted]
  - [redacted]
- [redacted]
- [redacted]



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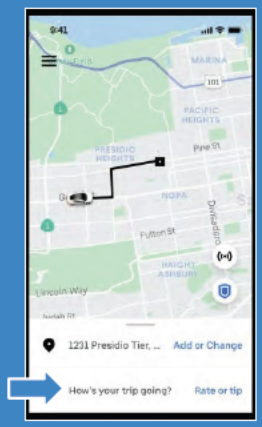
"How's your trip going?"

- [redacted]
- [redacted]
- [redacted]

*[redacted]



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- [redacted]
  - [redacted]
  - [redacted]
  - [redacted]

Slide 32

1 @smw@uber.com [redacted]

[redacted]

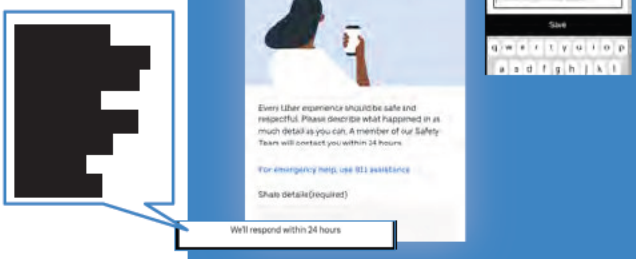
[redacted]

Yuri Choi, 8/6/2021 2:02:24 AM

[redacted]

- [redacted]
- [redacted]
- [redacted]
- [redacted]

[redacted]



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[redacted]

- [redacted]
- [redacted]
- [redacted]
- [redacted]

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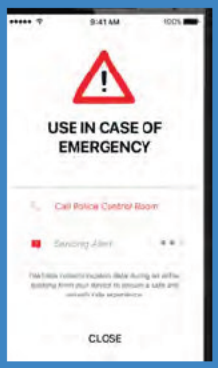
[redacted]

911 Assistance
Call 911 and get location and trip information to share with authorities.

Ola example



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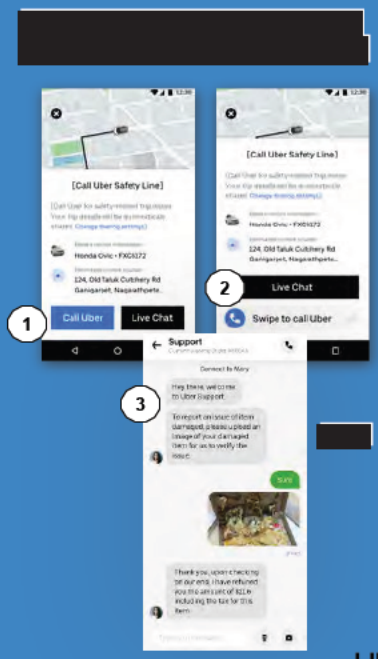
[redacted]

Immediacy and Uber-controlled action characterize the following emergency responses on participants' wishlists:

- [redacted]
- [redacted]
- [redacted]

[redacted]



[redacted]

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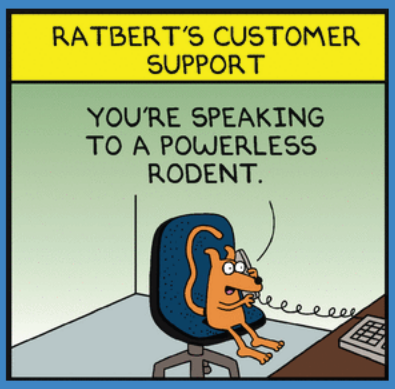
Desired Uber responses

- [redacted]
- [redacted]
- [redacted]

Do not do this!



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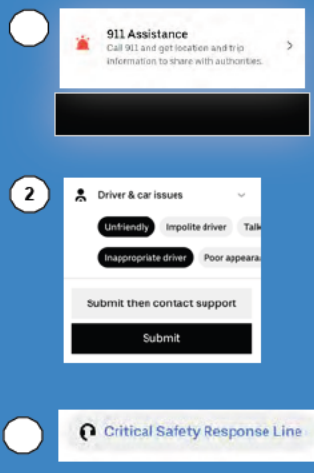
Content Considerations

Importance of UX Writer

Since no writer had touched the content used in the prototypes, the following that were mentioned previously bear repeating.

[redacted]



Explicit tagging comments are made on the next slide.

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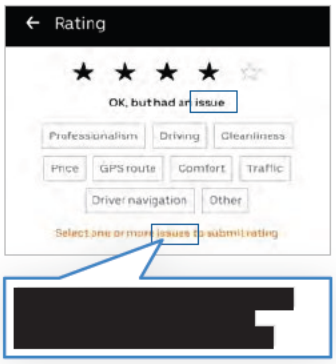
Descriptive tags

[redacted]

Existing experience

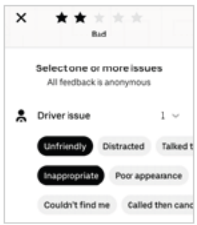


[redacted]

POOL: **Too many** matches

[redacted]

Proposed experience



[redacted]

Mary-Anna [redacted]: Rider, session attendee, Uber UXR

[redacted]

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[redacted]

Need for MECE labels

[redacted]

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04 Recommendations & Next Steps

Quality recommendations

1. Standardize the "meanings" of tags (and ratings), and then educate riders

Once tags and categories are finalized (post-card sort), both riders and drivers would benefit from educational modules, whether in-app, via Comms, Product Ops, in GLHs, etc.

2. Base granular feedback tag categories and granular tags on Driver and Rider input

Rather than relying on an Uber-centric approach to tag and category grouping and labeling, this research suggests that users' definitions of quality may not be in complete alignment with Uber's perspectives. Without organic definitions, drivers will not get specific feedback on how to improve. Recent Quality Hub research also supports this recommendation.

3. Consider alternate rider-to-driver feedback means

[redacted] This may be explored in H2 Quality Vision research.

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Quality recommendations

[redacted]

[redacted]

6. Localize content for global markets - both quality and safety

Terms like “boot” and concepts around safety (e.g., cash) need to be localized for different markets. It is highly likely that quality definitions and practices around performance (ratings) differ culturally.

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Safety recommendations

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Recommended next steps

1. Card sort (next slide)

Once results are analyzed, they will provide insight into category and tag labels, as well as how riders compartmentalize the topics, as well as whether they might prefer more categories with fewer tags, or fewer categories with more tags (slide here).

2. More user testing (iterative)

As findings are incorporated into Once wording is finalized and UX interview findings are incorporated, the next step is to test a series of higher fidelity prototype with real content.

3. A/B experiments

After the Eng handoff (May 15-29), UXR will support experiments to determine the best combination of feedback experiences.

4. Global research

This report started with US-based riders and topics only. Issues may be insufficient for countries that accept cash, for example, or requiring different labels such as "boot."

International testing in appropriate regions is in order.

5. Quality 2.0 (H2) Vision work

This research may serve as the foundation for a deep-seated re-evaluation of the driver evaluation and feedback system that would entail discovery and innovation research.

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[redacted]

From **May 1 to May 9,** [redacted]

[redacted]

[redacted]

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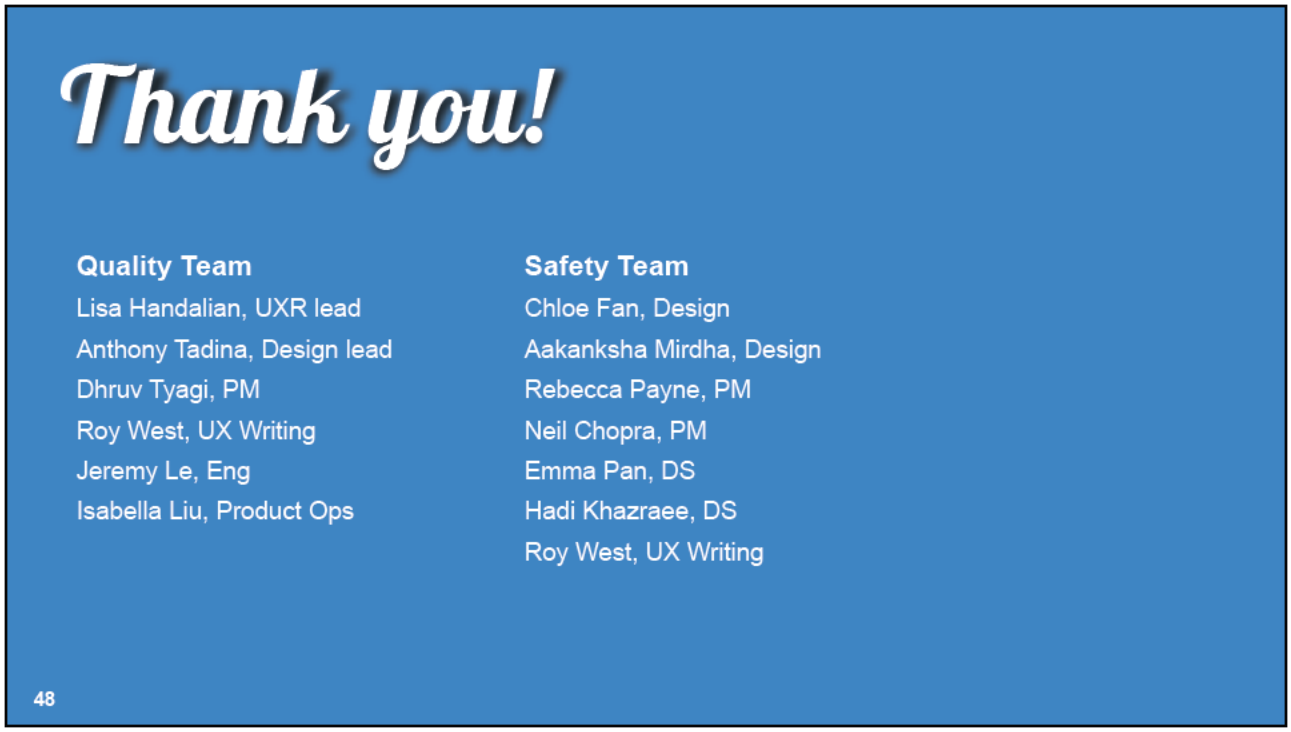
Thank you!
Quality Team
Lisa Handalian, UXR lead
Anthony Tadina, Design lead
Dhruv Tyagi, PM
Roy West, UX Writing
Jeremy Le, Eng
Isabella Liu, Product Ops
Safety Team
Chloe Fan, Design
Aakanksha Mirdha, Design
Rebecca Payne, PM
Neil Chopra, PM
Emma Pan, DS
Hadi Khazraee, DS
Roy West, UX Writing
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Enduro

05 APPENDIX

- ★ Compilation of feedback resources
- ★ List of existing tags
- ★ Ratings & tag resources
- ★ On-trip Reporting: Screen-by-screen feedback

Quality & safety feedback resources

- ★ Research Proposal for this research
- ★ Tagging folder 2019 work (Drive)
- ★ Tagging folder 2017 (UXR)
- ★ Quality Hub UXR report (May 2019)
- ★ Mini-PRD (Dhruv's)
- ★ Carbon: Ratings & Feedback Current State
- ★ Driver Pro-Tip Library
- ★ Drive folder: Feedback Tag Resources (Eng, Product - pre-2019)
- ★ Card Sort findings
- ★ Rating Anxiety (UXR, 2017)
- ★ Driver Survey results around feedback (2016)
- ★ Compliment survey UXR (2016)
- ★ On-Trip Reporting PRD (Neil Chopra)
- ★ Chloe and Aankanksha design deck (On-trip...)
- ★ Safety Feedback Tag Usage (Emma, Safety)
- ★ Feedback-tag-based driver deactivation (Safety, Helen Z) and Rebecca (PM)'s PRD
- ★ Hadi's Ticket Audit presentation (Safety)

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Existing feedback tags

Driving	Driver Navigation	GPS Route	Traffic
Car Quality	Car Smell	Cleanliness	Music
Pick up	Walking	Price	Uber App
Professionalism	Conversation	Comfort	Other

Not included in focus group tag exercises

POOL: Co-rider	POOL: Match	POOL: Too many matches

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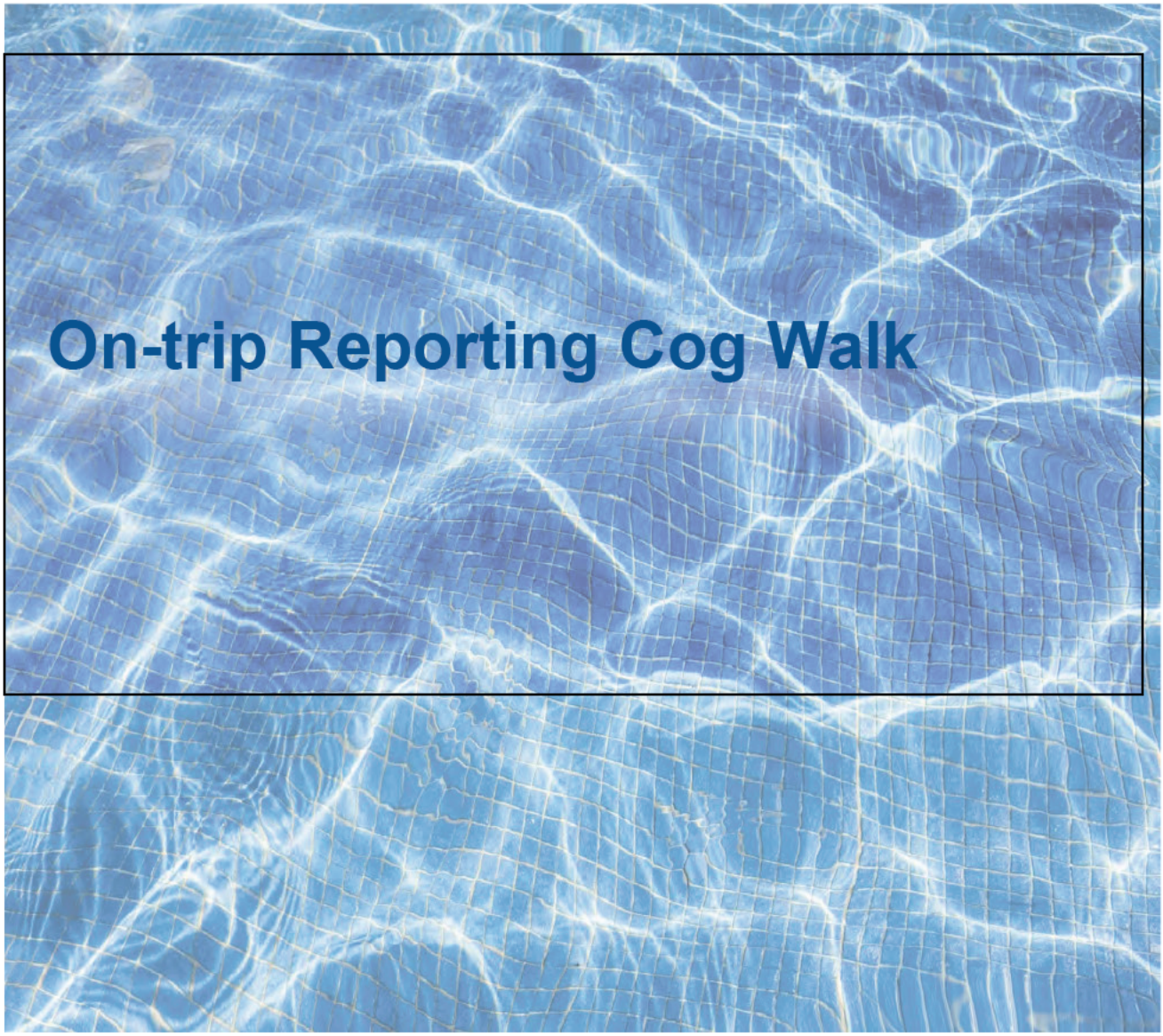
- Full list , various concerns
- Complicated selection method:
  - Four
  - Product based
  - Random select
- Summary , different…
- We mainly focus on but also explored


On-trip Reporting Cog Walk

What is a “Cog walk?”

What. A cognitive walkthrough (“cog walk”) is a formalized way of imagining people’s thoughts and actions when they use an interface for the first time.

Why. Walkthroughs identify problems that new users will likely have when they first use an interface.

How. The facilitator selects one of the tasks that the design is intended to support. Participants are asked to step through the task, action by action, seeing if they can identify any problems with the interface.

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“Cog walk” details

Toolkit icon

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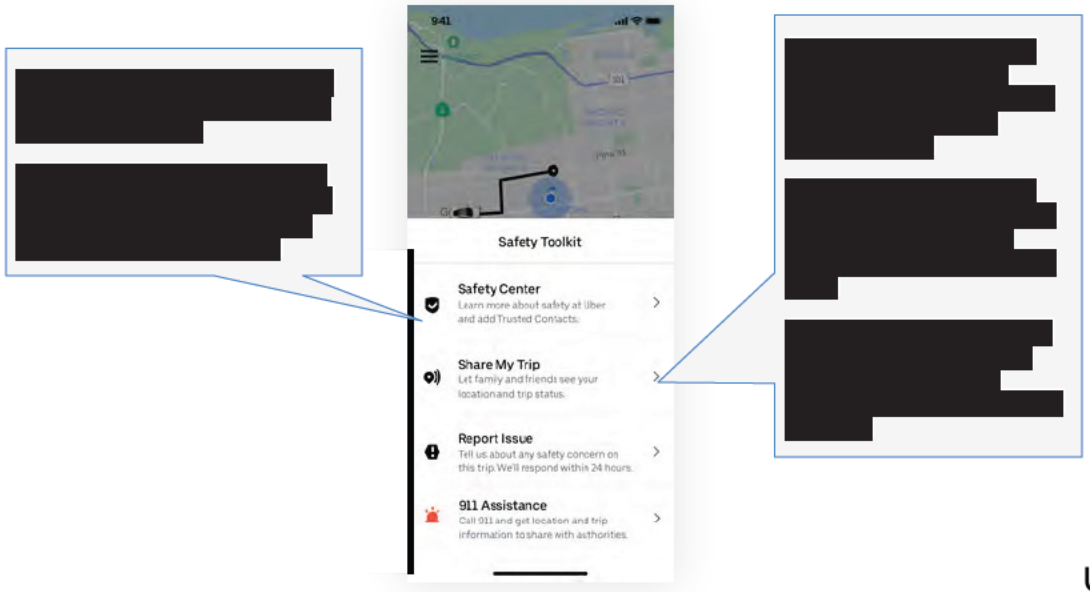
Toolkit contents



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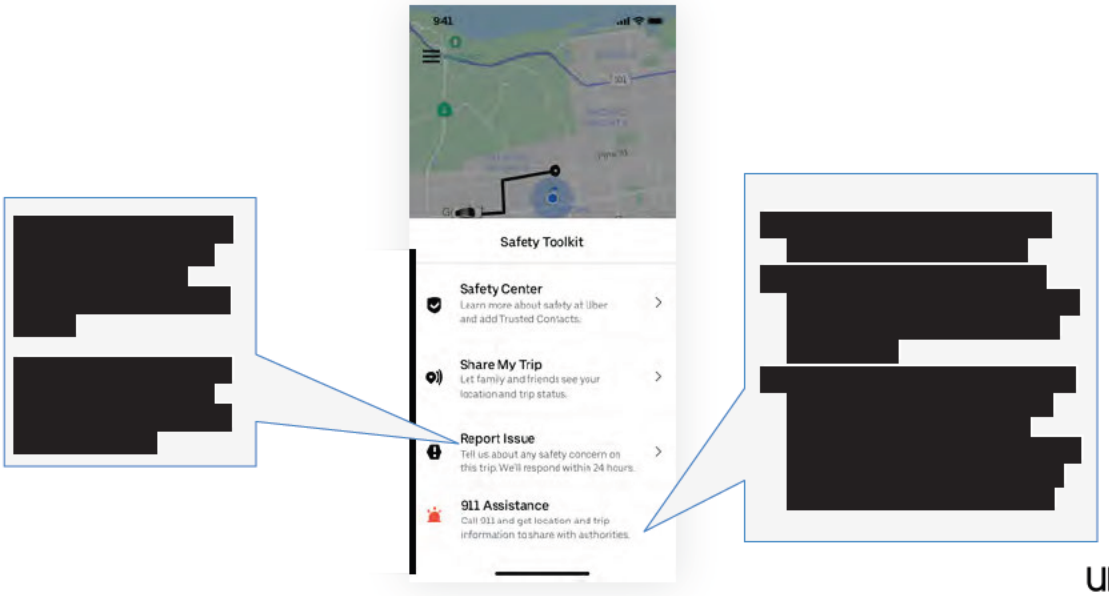
Would it be possible for users to rearrange the order? (grabbers?)

Toolkit contents, cont.



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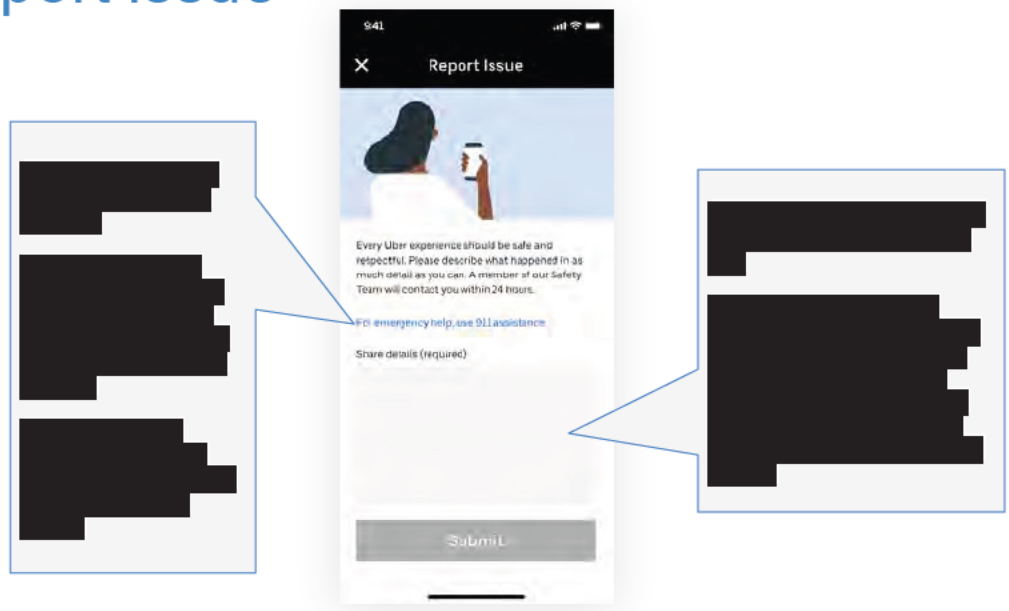
Uber

Would it be possible for users to rearrange the order? (grabbers?)

Report issue



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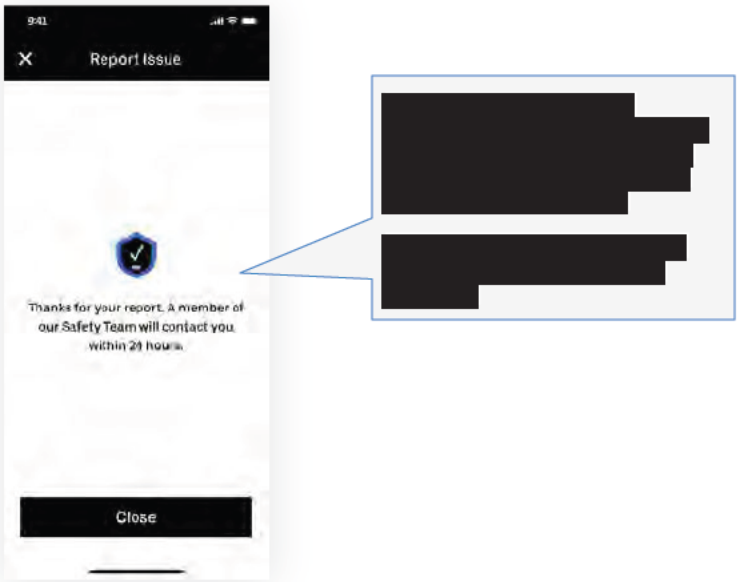
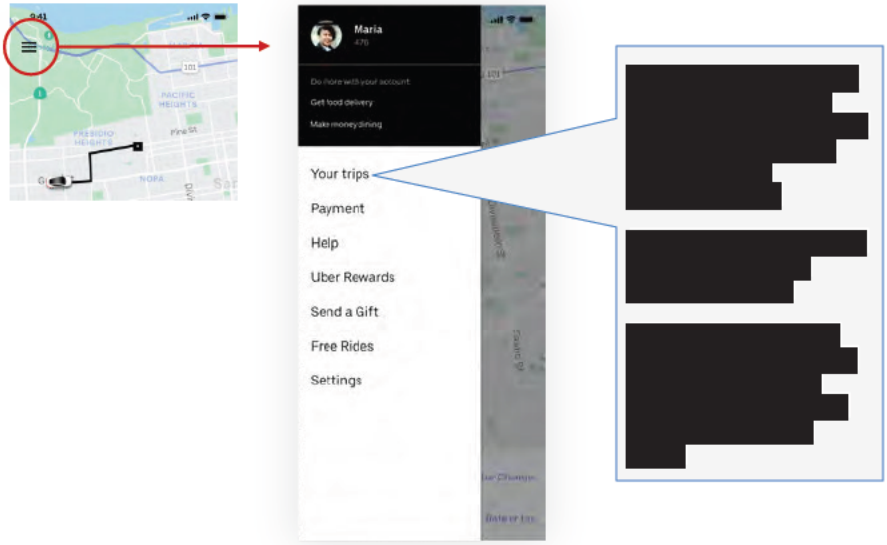
Report confirmation



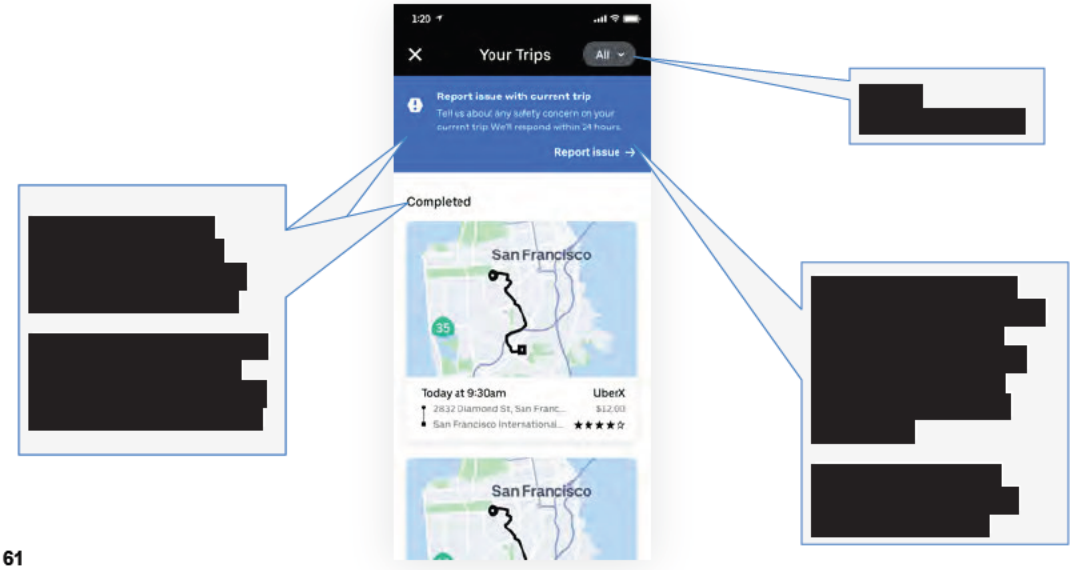
Uber

Your trips: Flow 1



Uber

Your trips: Flow 1



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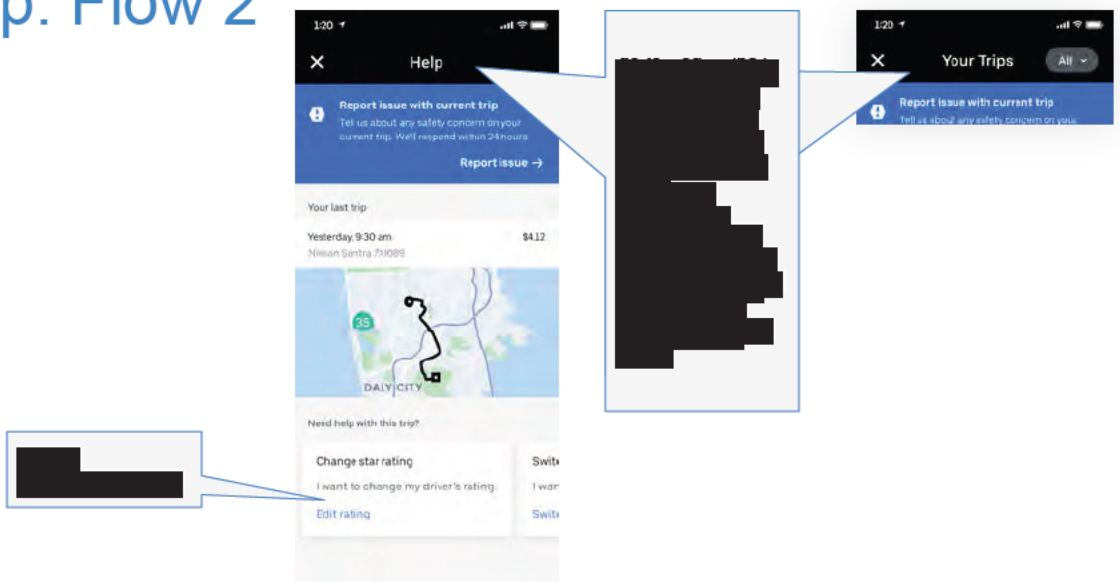
Help: Flow 2



Uber


Driver Progression
Supporting Facts, specific to
ity Hub study
t are you looking at?]
83.2%
Holding steady from last week
View breakdown
How acceptance rate is calculated
This is the percentage of trips you accepted over the last seven days
Why acceptance rate is important
By accepting trips, we are able to give more accurate ETAs to both you and riders.
riders. By accepting trips, you're helping maintain a healthy marketplace.
Learn more about the Uber Marketplace